



WWW.ENERGYSTAR.GOV

ENVIRONMENTAL LEADERSHIP ADDS VALUE TO
YOUR BOTTOM LINE AND CORPORATE REPUTATION

PRODUCTS

HOME
IMPROVEMENT

NEW
HOMES

BUSINESS
IMPROVEMENT

PARTNER
RESOURCES

+ WHAT IS ENERGY STAR?
+ NEWSROOM

Leaders in the hospitality industry tap the power of superior energy management.

EPA, through its ENERGY STAR® program, provides partners with guidelines for superior energy management built on the practices of industry leaders. Use these guidelines to increase profits, enhance the comfort of your guests, and focus more resources on meeting your business objectives. You will also demonstrate your organization's environmental commitment by reducing pollution and the emissions that contribute to global warming.

Did you know?

- U.S. hotels spend close to \$4 billion on energy every year.
- Reducing these costs by just 10% is equivalent to a \$0.62 ADR increase for limited service hotels and a \$1.35 ADR increase for full service hotels.

Let ENERGY STAR guide you, step by step.
Become a partner by calling 1-888-STAR-YES
or visiting:

www.energystar.gov





WWW.ENERGYSTAR.GOV

ENVIRONMENTAL LEADERSHIP ADDS VALUE TO
YOUR BOTTOM LINE AND CORPORATE REPUTATION

Use less energy. Build more profits.

Based on the success of thousands of ENERGY STAR® partners, EPA has developed a proven strategy for energy management. By following these guidelines, your company will take control of energy costs, improve your bottom line, and help protect the environment.

Here's some of what you can do:

Assess Performance
& Set Goals

Great management starts with the right measures.

Get a handle on your energy use with EPA's national rating system. This system allows you to measure the energy efficiency of your hotel properties and compare them to others across the United States. Using data that you provide online, the system produces a baseline rating from 1 to 100. Once you have established this baseline, use ENERGY STAR's tools and resources to prioritize your investments, set goals, and track your management success. Access the national rating system online through ENERGY STAR's Portfolio Manager.

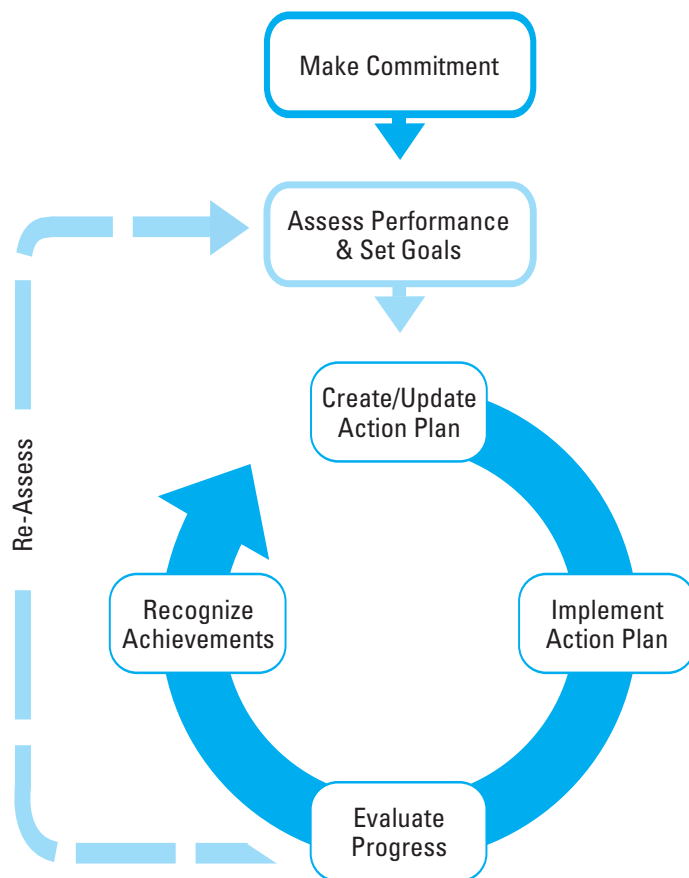
Recognize
Achievements

Distinguish your company from the competition.

ENERGY STAR is the national symbol for protecting the environment through energy efficiency, recognized by over half of all U.S. households. Leverage that awareness by displaying the ENERGY STAR on hotels that rate 75 or higher. Partners that improve their ratings portfolio-wide by 10, 20, or 30 points distinguish themselves as ENERGY STAR Leaders. EPA recognizes Leaders as setting the standard for superior energy management.



United States
Environmental Protection Agency
Air and Radiation 6202J
EPA 430-F-04-026
www.epa.gov
DRAFT



ENERGY STAR Guidelines

Visit www.energystar.gov and click on ENERGY STAR Guidelines under Business Improvement. Then click on the individual links for tools and resources that can help you at each step.

For more ways to take control of your energy costs and improve your bottom line, call 1-888-STAR-YES or visit:

www.energystar.gov